

# 2023 Sponsorship & Engagement



**Bethlehem Chamber of Commerce**

318 Delaware Ave, Suite 27

Delmar

Serving the Town of Bethlehem and Surrounding Areas

Promoting and Supporting Business and Community



*Terri Egan, President*

## Chamber Benefits

- Business Advocacy
- Insurance
- Leads and Networking
- Communications & Marketing



Looking to position your company as a community leader? The Bethlehem Chamber offers a wide variety of opportunities to spotlight your business throughout Bethlehem and surrounding areas.

We have many exciting events planned for 2023, some you have seen before, some that are new. As always, we provide networking and professional development/educational seminars, as well as our larger signature events like the Annual Awards Celebration and Golf Outing. We are launching a **new “Swing into Golf” networking event**; an **evening of Biking, Burgers and Beverages**; experience **“Deck Days of Summer”**; and the opportunity to learn more about your colleagues in a **new feature of the newsletter “Let Me Introduce Myself”**, among many other occasions to showcase your business.

We recognize the need for community and government support of your businesses and your success will drive economic growth for the Town. Your Chamber will be there to assist with the programs being offered throughout the year and by advocating your needs to those who can make a difference. **But we need YOU to get involved and help us to help you.**

We are honored to seek your partnership in providing 2023’s Calendar of Events and with your help, we are confident we can all have a successful 2023. We can help you create a package that delivers advocacy, exposure, convenience and value. We look forward to an exciting year and seeing you often! Thank you.

*—Terri Egan  
President*

## Flexible Solutions for Your Business Needs

***Plan your 2023 marketing & Chamber sponsorships all at one time***

### Chamber Activities

In the last several months, and hopefully with the pandemic in our rear-view mirror, the Chamber has benefitted from new staff, new office and a new President. We will hit the ground running in 2023 with some favorite events, as well as new ones. It is only with support of our members that these events can be a success, and allow the Chamber to add more education and services for our members.

Some upcoming events include, but not limited to:

- Breakfast with the Legislators — February
- Annual Business and Community Directory — March
- Job Fair — April
- Golf Outing — June
- Biking, Burgers and Beverages on the Rail Trail — July
- Group Trip to Ireland — October
- Annual Awards Celebration — October

ADVOCACY

We advocate on issues important to businesses directly and through partner organizations with a reach throughout the region.

INSURANCE

We offer individuals, sole proprietors and small businesses health and dental plans

LEADS & NETWORKING

We offer frequent opportunities to meet with other business owners and promote your business

COMMUNICATIONS & MARKETING

Our communication and marketing efforts promote our members through multi-channel communication modes



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## Sponsor Benefits

- ◆ Present to the group
- ◆ 4 tickets to the event
- ◆ Company Logo included
  - ◇ Company Logo on Invitation
  - ◇ Logo in E-Newsletter
  - ◇ Logo on Website
  - ◇ Logo in Print Ads
  - ◇ Logo on Event Signage



## CORNERSTONE SPONSORSHIP OPPORTUNITIES

Our cornerstone events are the premier events during the year. These are our major fundraising events that allow us to keep the doors open and the lights on. They also allow us to create more educational and outreach programming for our members.

### BREAKFAST WITH THE LEGISLATORS

This event offers members the opportunity to meet with elected officials from the Federal, State, County, and Town levels in a small group and more personal setting. Held in February.

Set up in the form of "speed-dating", members are assigned to a table, and the elected officials rotate among the tables. A moderator is assigned to each table to help facilitate questions and conversations.

Sponsor of this event has the opportunity to speak about their company or business.

- Exclusive Event Sponsor—\$500

## Sponsor Benefits

### ◆ CEO Level

- ◇ Space at Event
- ◇ Ability to address workshops
- ◇ Signage at workshops
- ◇ Signage at Registration
- ◇ Logos on Web, Emails, ads, registration materials

### ◆ President Level

- ◇ Space at Event
- ◇ Signage at Registration
- ◇ Logo in E-Newsletter
- ◇ Logo on Website
- ◇ Logo in Print Ads
- ◇ Logo on Event Signage

### ◆ Vice President Level

- ◇ Space at Event
- ◇ Name in E-Newsletter
- ◇ Name on Website
- ◇ Name in Print Ads



## CORNERSTONE SPONSORSHIP OPPORTUNITIES

### JOB FAIR

A new event for the Chamber this year, will include workshops for soft skills in the morning, and a Job Fair to run in the afternoon. We will have opportunities for those seeking full-time employees, as well as student summer, and temporary help.

In conjunction with the New York State Department of Labor, we will reach out and market to job seekers.

Information will be disseminated through the local schools, government, local media and businesses.

- CEO Level Sponsor—\$1,000
- President Level Sponsor — \$500
- Vice President Level Sponsor — \$250

## Sponsor Benefits

### ♦ Eagle Level

- ♦ 4 golfers w/ Super Passes
- ♦ Premiere logo placement
- ♦ Logo on Registration
- ♦ Logo on Website
- ♦ Logo in Print Ads
- ♦ Logo on Event Signage
- ♦ Tee Sign
- ♦ Event Table Signs

### ♦ Birdie Level

- ♦ 2 golfers
- ♦ Logo on Registration
- ♦ Logo in E-Newsletter
- ♦ Logo on Website
- ♦ Logo in Print Ads
- ♦ Logo on Event Signage

### ♦ Par Level

- ♦ 1 golfer
- ♦ Company Name on Registration
- ♦ Name in E-Newsletter
- ♦ Name on Website
- ♦ Name in Print Ads
- ♦ Name on Event Signage

### ♦ Tee Sign

- ♦ Tee sign with company name
- ♦ Name in E-Newsletter
- ♦ Name on Website



## CORNERSTONE SPONSORSHIP OPPORTUNITIES

### GOLF OUTING

The 38th Annual Golf Outing will be held in early **June** at Normanside Country Club in Delmar. This event is a favorite of members, as an opportunity to thank sponsors and vendors they work with; reward employees with a day on the links; as well as, an opportunity to socialize and network.

- Eagle — \$2,500
- Birdie — \$1,250
- Par — \$600
- Tee — \$150
- Longest Drive M/W — \$300\*
- Closest to the Pin M/W — \$300\*
- Registration Table — \$875\*
- Putting Contest — \$875\*
- Hole-in-One Contest — \$875\*
- Swag
  - Photo Magnet — \$1500\*
  - Ball Sponsor — \$1,000\*
  - Bag — \$300\*
- Breakfast — \$1,000
- Cocktails & Nosh — \$2,500\*
- Beverage Cart — \$1,500\*

*\*Exclusive Sponsor items*

Continued on next page





## Sponsor Benefits

- ◆ Longest Drive (2 available)
  - ◇ Signage on Course at designated hole
  - ◇ Name on Registration
  - ◇ Name on Website
  - ◇ Name in Print Ads
  - ◇ Name in E-News
  
- ◆ Closest to Pin (2 available)
  - ◇ Signage on Course at designated hole
  - ◇ Name on Registration
  - ◇ Name on Website
  - ◇ Name in Print Ads
  - ◇ Name in E-News
  
- ◆ Registration Table\*
  - ◇ 1 golfer
  - ◇ Logo on Registration
  - ◇ Logo in E-Newsletter
  - ◇ Logo on Website
  - ◇ Logo in Print Ads
  - ◇ Logo on Event Signage
  
- ◆ Putting Contest\*
  - ◇ 1 golfer
  - ◇ Signage at Contest
  - ◇ Name in E-Newsletter
  - ◇ Name on Website
  - ◇ Name in Print Ads



## CORNERSTONE SPONSORSHIP OPPORTUNITIES

### GOLF OUTING

- ◆ Hole-in-One Contest\*
  - ◇ Signage on Course at designated hole
  - ◇ Logo on Registration
  - ◇ Logo on Website
  - ◇ Logo in Print Ads
  - ◇ Logo in E-News
  - ◇ Post Press-Releases and photos if prize is won
  
- ◆ Photo Tent\*
  - ◇ 2 golfers
  - ◇ Logo on all photos
  - ◇ Logo on Registration
  - ◇ Logo in E-Newsletter
  - ◇ Logo on Website
  - ◇ Logo in Print Ads
  - ◇ Logo on Event Signage
  
- ◆ Ball Sponsor\*
  - ◇ Logo on golf balls
  - ◇ 1 sleeve per golfer
  
- ◆ Swag Bag\*
  - ◇ Logo on bag
  - ◇ Every player 1 bag
  
- ◆ Golf Cart \$1,500\*
  - ◇ 4 golfers
  - ◇ Logo on Registration
  - ◇ Logo on Website
  - ◇ Logo in Print Ads
  - ◇ Logo on Event Signage
  - ◇ Logo in Each Cart
  
- ◆ Breakfast\*
  - ◇ Signage at table or on boxed lunch
  - ◇ Name on Registration
  - ◇ Name on Website
  - ◇ Name in Print Ads
  
- ◆ Cocktail & Stations\*
  - ◇ Logo on Registration
  - ◇ Logo in E-Newsletter
  - ◇ Logo on Website



## Sponsorship Benefits

- ◆ Win Level
  - ◇ 4 Tickets to attend
  - ◇ Logo on Table Signs
  - ◇ Logo on Web, E-News
  
- ◆ Place Level
  - ◇ 3 Tickets to attend
  - ◇ Name on Table Signs
  - ◇ Name on Web, E-News
  
- ◆ Show Level
  - ◇ 2 Tickets to attend
  - ◇ Name on Table Signs
  - ◇ Logo on Web, E-News



## CORNERSTONE SPONSORSHIP OPPORTUNITIES

### DAY AT THE TRACK

A great outing at the Saratoga flat track with the Guilderland and Colonie Chambers. A chance to network and socialize with members from all three chambers, as well as enjoy some friendly competition of the races, and chances to win— if you want to place a bet or two.

- Win Level —\$1,000
- Place Level — \$600
- Show — \$350





## Sponsor Benefits

- ◆ 10-Speed
  - ◆ Logo in E-Newsletter
  - ◆ Logo on Website
  - ◆ Logo in Print Ads
  - ◆ Logo on Event Signage
- ◆ 3-Speed
- ◆ Schwinn Level
- ◆ Table



## CORNERSTONE SPONSORSHIP OPPORTUNITIES

### BETHLEHEM BIKING, BURGERS & BEVERAGES

This is a new event in 2023. Taking advantage of the amazing walking and biking along the Albany County Helderberg-Hudson Rail Trail, the event is created to showcase the trail, as well as the many businesses that can be accessed along the Bethlehem portion of 10-mile corridor.

Held in July, this will be a family event with many opportunities for businesses in the town as well as along the trail.

- 10-Speed Level Sponsor—\$1,000
- 3-Speed Level Sponsor — \$500
- Schwinn Level Sponsor — \$250
- Table Demonstrator — \$150

## Sponsor Benefits

- ◆ Champagne Level
  - ◇ 6 tickets
  - ◇ Company Logo on Invitation
  - ◇ Logo in E-Newsletter
  - ◇ Logo on Website
  - ◇ Logo in Print Ads
  - ◇ Logo on Event Signage
  - ◇ Opportunity to Present an Award
- ◆ Cabernet Level
  - ◇ 3 tickets
  - ◇ Company Logo on Invitation
  - ◇ Logo in E-Newsletter
  - ◇ Logo on Website
  - ◇ Logo in Print Ads
  - ◇ Logo on Event Signage
- ◆ Chardonnay Level
  - ◇ 2 tickets
  - ◇ Company Name on Invitation
  - ◇ Name in E-Newsletter
  - ◇ Name on Website
  - ◇ Name in Print Ads
  - ◇ Name on Event Signage
- ◆ Honorary Mention Level
  - ◇ 1 tickets
  - ◇ Recognition at Event
  - ◇ Name in E-Newsletter
  - ◇ Name on Website



## CORNERSTONE SPONSORSHIP OPPORTUNITIES

### ANNUAL AWARDS CELEBRATION

This fall we will host a celebration of our members. We ask for nominations in four categories recognizing excellence in business and the community. This popular event is a business casual networking event, allowing for a relaxed celebratory atmosphere and is held in October.

- Champagne Level Sponsor—\$2,000
- Cabernet Level Sponsor — \$1500
- Chardonnay Level Sponsor — \$500
- Honorable Mention Level — \$150

## Sponsorship Benefits

### ♦ 2024 Sponsor

- ♦ Company Logo on First Night Bethlehem webpage
- ♦ Company Logo on FNB Social Media
- ♦ Company Logo on Chamber Website
- ♦ Social Media Promotion
- ♦ Feature article on Chamber Website
- ♦ Logo in First Night Ad in Spotlight Newspaper

### ♦ New Year Sponsor Level

- ♦ Company Logo on First Night Bethlehem webpage
- ♦ Company Logo on FNB Social Media
- ♦ Company Logo on Chamber Website
- ♦ Name in list of sponsors in the Spotlight Newspaper

### ♦ Friend of First Night

- ♦ Company Name on First Night Bethlehem webpage
- ♦ Company Name on FNB Social Media
- ♦ Company Name on Chamber Website
- ♦ Name in list of sponsors in the Spotlight Newspaper



## CORNERSTONE SPONSORSHIP OPPORTUNITIES

### FIRST NIGHT

First Night is held annually on December 31 to celebrate New Year's Eve at the Four Corners area of Delmar. The event includes fireworks display, ice sculpture and roaming musician. Additional activities may be added by individual businesses and organizations as an extension of the event. The event is promoted through newspaper ads, Town and Chamber websites, and social media.

- 2024 Sponsor Level — \$1,000
- New Year Sponsor Level — \$500
- Friends of First Night — \$250



## Sponsor Benefits

- ◆ Present to the group
- ◆ 4 tickets to the event
- ◆ Company Logo included
  - ◇ Company Logo on Invitation
  - ◇ Logo in E-Newsletter
  - ◇ Logo on Website
  - ◇ Logo in Print Ads
  - ◇ Logo on Event Signage
  - ◇ Social Media Channels
- ◆ Business collateral at Registration Table
- ◆ Guest List after event

## NETWORKING EVENTS

The Chamber is planning at least six (6) Networking Events this year. These are events that gather members at a restaurant or other location for socializing and networking opportunities. These may also take place at other members' locations, with other members invited to speak and feature their business.

Sponsor will have the opportunity to welcome participants to each event, and briefly talk about their business and their needs and services.

Guest list would be provided at the end of the event with name and email of attendees

- Investment — \$800 for the year— Exclusive
- OR
- Investment — \$150/event



## Sponsor Benefits

- ◆ Present to the group
- ◆ 4 tickets to the event
- ◆ Company Logo included
  - ◇ Company Logo on Invitation
  - ◇ Logo in E-Newsletter
  - ◇ Logo on Website
  - ◇ Logo in Print Ads
  - ◇ Logo on Event Signage
  - ◇ Social Media Channels
- ◆ Business collateral at Registration Table
- ◆ Guest List after event



## PROFESSIONAL DEVELOPMENT EVENTS

The Chamber will be hosting at least six (6) professional development programs through the year including but not limited to:

- Sexual Harassment Awareness Training
- Safety Preparedness
- Fraud Awareness Crime Prevention
- Using Microsoft Teams/Cyber Security
- Understand Your Credit Score and Your Options
- And more to be announced

For your investment, your name and logo appears on all advertising, website, social media and emails. Will also include short announcement at each of the events about your company.

- Investment — \$800 for the year— Exclusive  
OR
- Investment — \$150/event



## Sponsor Benefits

Get all the perks and benefits offered in each of the event or activities, plus added bonuses when booking and paying at the time of package booking.



## Suggested Packages

This is as much about you as it is about the Chamber. What interests you? What fits into your business' mission? What might highlight your business the best, and show your collaboration and partnership with the Chamber. Here are some possible packages to highlight your business?

- **Prime Supporter:** Investment \$8,500
  - ◇ Top level for the following events
    - \* Golf Outing
    - \* Job Fair
    - \* Day at the Track
    - \* Biking, Burgers, Beverages
    - \* Annual Awards
    - \* First Night
  - ◇ All the benefits of each event plus the extra:
    - \* Enhanced web listing (\$125 annual value)
    - \* Recognition on Chamber's home page
    - \* Web ads throughout the year
    - \* Free Sponsorship of 2 Networking/ Professional Development events
    - \* Recognition in Directory, center page
  
- **Recreation Lover:** Investment \$4,500
  - ◇ Top level for the following events
    - \* Golf Outing
    - \* Day at the Track
    - \* Biking, Burgers, Beverages
  - ◇ All the benefits of each event plus the extra:
    - \* Enhanced web listing (\$125 annual value)
    - \* Recognition on Chamber's home page
    - \* Web ads throughout the year
    - \* Free Sponsorship of 1 Networking/ Professional Development event
    - \* Recognition in Directory, center page

MORE



## Sponsor Benefits

Get all the perks and benefits offered in each of the event or activities, plus added bonuses when booking and paying at the time of package booking.



## Suggested Packages

- **Oldies but Goodies:** Investment \$4,500
  - ◇ Top level for the following events
    - \* Golf Outing
    - \* Annual Awards
  - ◇ All the benefits of each event plus the extra:
    - \* Enhanced web listing (\$125 annual value)
    - \* Recognition on Chamber's home page
    - \* Web ads throughout the year
    - \* Free Sponsorship of 1 Networking/ Professional Development event
    - \* Recognition in Directory, center page
  
- **New Year, New Events:** Investment \$3,000
  - ◇ Top level for the following events
    - \* Job Fair
    - \* Biking, Burgers, Beverages
    - \* First Night
  - ◇ All the benefits of each event plus the extra:
    - \* Recognition on Chamber's home page
    - \* Free Sponsorship of 1 Networking/ Professional Development event
    - \* Recognition in Directory, center page



**BETHLEHEM**  
Chamber of Commerce

## COMMITMENT FORM

### CONTACT INFORMATION

Business Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Contact Email: \_\_\_\_\_

### SPONSORSHIP / ADVERTISING SELECTION(S)

Selection: \_\_\_\_\_ Amount: \_\_\_\_\_

Selection: \_\_\_\_\_ Amount: \_\_\_\_\_

Selection: \_\_\_\_\_ Amount: \_\_\_\_\_

Selection: \_\_\_\_\_ Amount: \_\_\_\_\_

*(additional room on reverse)*

Total Investment \_\_\_\_\_

### METHOD OF PAYMENT

☐ Enclosed please find my check in the amount of: \_\_\_\_\_

☐ Please charge my credit card

Circle One: AmEx Discover MasterCard Visa

Cardholder Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Card Number: \_\_\_\_\_ Exp Date: \_\_\_\_\_

Security Code: \_\_\_\_\_ Signature: \_\_\_\_\_

Check payable to Bethlehem Chamber of Commerce. Return completed form via mail or email to:

Bethlehem Chamber of Commerce  
318 Delaware Avenue, Suite 27  
Delmar, NY 12054

## The Bethlehem Chamber of Commerce

The Bethlehem Chamber of Commerce serves businesses in the Bethlehem hamlets of Delmar, Elsmere, Glenmont, Slingerlands, North and South Bethlehem, Selkirk and surrounding area.

Established in 1957 and celebrating its 65th Anniversary in 2022, the chamber works on the local and regional levels to advance economic development for our town and the region. Through partnerships with local, county and state officials and community organizations, the Chamber works to foster a positive business environment in Bethlehem and the surrounding region.

### Mission Statement

The Bethlehem Chamber of Commerce supports its members and the community creating a positive business environment through education, government relations, promotion and advocacy services.



Stop by our offices at 318 Delaware Ave, 2nd Fl and say hello

Promoting and Supporting Business and Community

## Bethlehem Chamber of Commerce

318 Delaware Ave Suite 27  
Delmar, N Y 12054

518.439.0512 ph  
518.475.0910 fax

[www.bethlehemchamber.com](http://www.bethlehemchamber.com)

**Quick Glance**  
**Cornerstone Sponsorship Opportunities**

Event	Month	Top Tier Sponsor Levels				
Breakfast with the Legislators	February	\$ 500.00				
Job Fair	April	\$ 1,000.00	\$ 500.00	\$ 250.00		
Golf Outing	June	\$ 2,500.00	\$ 2,350.00	\$ 600.00	\$ 150.00	Various others
Day at the Track	July	\$ 1,000.00	\$ 600.00	\$ 350.00		
Biking, Burgers, Beverages	July	\$ 1,000.00	\$ 500.00	\$ 250.00	\$ 150.00	
Annual Awards Celebration	October	\$ 2,000.00	\$ 1,500.00	\$ 500.00	\$ 150.00	
First Night	December	\$ 1,000.00	\$ 500.00	\$ 250.00		
Networking Events	min of 6	\$800 for year	\$ 150/ event			
Professional Development	min of 6	\$800 for year	\$1500/event			
<b>Packages</b>						
Prime Supporter	\$ 8,500.00					
Recreation Lover	\$ 4,500.00					
Oldies but Goodies	\$ 4,500.00					
New Year New Events	\$ 3,000.00					
<i>Custom packages can be created upon request</i>						